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ABSTRACT

This book presents a comprehensive guide to academic writing and publishing, approaching the subject within the context of understanding academic tenure and promotion decisions. The book first provides an overview of the various avenues for publication, such as scholarly journals, books, and conference and symposium papers. Subsequent chapters then: (1) discuss the political considerations of what and where to publish and why; (2) provide information about available research tools which can help make publishing successful; (3) explore ways for identifying and selecting an appropriate journal, including writing and developing the manuscript; (4) describe procedures for identifying and selecting appropriate organizations for which to write and present conference papers; (5) explain how to write and develop grant proposals, including how to identify funding opportunities and how to obtain grants sources and write responsive proposals; (6) cover the specifics of book writing and publishing, including electronic publishing; and (7) provide insights into book and monograph publishing from a three-phase perspective: first, pre-contractual considerations; second, contract negotiations and manuscript development; and third, marketing and book promotion. Contains over 100 references and an index. (GLR)

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